





IMPERIAL OIL LIMITED

111 St. Clair Avenue West, Toronto, Canada

M5W 1K3

June 24, 1983

Project No. 5557

Mr. John Irwin  
Exxon Corporation  
1251 Avenue of the Americas  
New York, N.Y. 10020  
U.S.A.

Dear John:

Attached please find our most recent catalogue of commercials for Imperial.

Yours sincerely,

JV.

John Vincett  
Supervisor, Films and  
Audiovisual Resources

JV/jb/#0714e

cc: Linda Scott  
Bob Taylor-Vaisey  
Jack Alore (Calgary ERCL)

COMMERCIALS

Revised January, 1983

Millard Film Services Ltd.,  
425 Adelaide St. West,  
Toronto, Ontario  
M5V 1S4

363-1076.

HOW TO USE THIS CATALOGUE

The following code is used to indicate materials:

e.g.

<u>Commercial Title</u>	<u>Materials</u>	<u>Length</u>
"DRILLING"	A, D, E, F	:30

*no subject  
no year*

- A - English 16mm Release Print
- B - English 35mm Optical Negative or Interpositive
- C - English 16mm Optical Negative Sound Track
- D - English Magnetic Final Mix Track
- E - English Cutting Copy
  
- F - French 16mm Release Print
- G - French 35mm Optical Negative or Interpositive
- H - French 16mm Optical Negative Sound Track
- I - French Magnetic Final Mix Track
- J - French Cutting Copy
  
- K - English 35mm Check Print
- L - French 35mm Check Print
  
- M - Original Negative of Selected Scenes
- N - Interpositive of Selected Scenes
- O - 16mm Original, A&B rolls



AIR CONDITIONER	D, E, M	:60
<p>Fade up - split screen - two men, one complaining about the inconsistency of his air conditioner unit, the other very pleased with how his unit performs (Esso unit) - fade up logo - fade pix and sound.</p>		
AIRCRAFT	D, I, K, N	:30
Mackenzie River Delta:	<p>Outline of map of Canada with circle showing Delta area, moves towards camera revealing aerial shot of the area inside the circle; LS and MLS of twin-engined plane landing; men unloading personal effects; aerial of camp; CU of pilot in cockpit; men unloading personal effects; MS of helicopter, lifting load; four-engined plane and take-off; LS of jet at an airport taxiing.</p>	
AIR CUSHION	A, B, C, D, E, F, G, H, I, O	:30
	<p>1/4" tapes English and French voices</p>	
Canadian Arctic: Summer	<p>Aerial shots of a hovercraft travelling on water/land; docking; workcrew loading supplies onto craft; shows the versatility of such transportation vehicles in the Arctic.</p>	
AIRLINE CAPTAIN	D	:60
ANTIQUE	A	:60
<p>Fade up; antique cars drive down country road; the lead car breaks down and is left behind (man and woman in car); two men (Esso agents) drive by and stop to help; fast intercutting between CU of the four people as the two Esso men work on restarting the car; finally the car starts, man and woman wave and drive away; at the same time the Esso car stalls, the two Esso men go through process to restart their car.</p>		
THE APPLE: CHECKPOINT SERVICE -	B, D, E, K.	:60
<p>Fade up on MCU of an apple (centre frame against blue background; slow zoom in on apple; dissolve to rear view of a car, car moves away from camera as it drives into an Esso service station. Cut to MS of the Esso station, operator sitting at desk; he stands and walks out of office to greet customer. MCU of Esso dealer - advertisement can be seen over his shoulder depicting "Free Car Care Inspection". Cut to MS of customer and Esso dealer discussing the ad, dissolve to inside of garage as car pulls in; mechanic checks steering, suspension, brakes, exhaust system, drive line, tires, motor in general, electrical; dissolve to dealer and customer discussing checklist; dissolve to customer biting into an apple; pull out to reveal dealer talking to him, also eating an apple; fade up Esso logo - pix and logo fade out.</p>		

THE APPLE: CHECKPOINT SERVICE - B, D, K

:30

Fade up on MCU of apple...This commercial is relatively same shots and sequence as 60 second version, but all shots are shorter.

ARCTIC CAMP A, B, C, D, E, F, G, H, I, J, O  
(Formerly BAR-C CAMP) and 1/4" tapes

:30

Mackenzie Delta: Aerial LS showing entire installation; used as a base camp  
Summer for storage of supplies for all work sites in the region; men and machines loading/unloading supplies onto various barges, aircraft (planes and helicopters), and hovercrafts.

ARCTIC EXPLORATION B, D, E, G, I, K, L.

:30

Canadian Arctic: LS of rig and surrounding terrain, snow and wind; shots  
Winter of crew working on rig; Christmas tree and Arctic scene in background; snow tractors travelling across the ice and parked; interior of tractor; man priming detonator; two explosions with tractor in foreground.

ARCTIC FLEET D, E, I, N.

:30

Mackenzie River MS of tugboat; barges; the J.S. KEEN: - head-on shot;  
Delta: hovercraft and interior of hovercraft; MS of "Cecilia Hall" tugboat; aerial of island building construction; interior of barge; skipper on the radio; MS and aerial of tugboat docking; MS aerial of ship docking.

ATHABASKA TAR SANDS A, D, E, I, K, L

:30

Athabaska, Alta: Various shots of crane/operator digging at site;  
Summer testing in lab to extract the oil from the sands; aerial LS showing pit and surrounding terrain.

ATLANTIC SEISMIC STUDY - A, B, E, G, I, K, L

Summer day, young boy fishing from boat in quiet water, bobber in water; dissolve to buoy towed behind a seismic ocean-going ship; various aerial shots of ship; various interior shots of crew members/computers evaluating data.



B, B, OPENING

B, C, G, H

Oval; four pictures pop on around the oval - top and bottom, left and right, beginning with the top - moving clockwise 1) top of rig - Canadian flag; 2) ocean going tanker; 3) refiner; 4) Esso service station; Esso logo pops on in place of oval; pictures pop off one by one, again starting with the top moving clockwise; zoom into logo to extreme CU

BEAUFORT SEA ISLAND A, B, D, E, G, I, K, L

:60

Beaufort Sea,  
ummer

Aerial shot, continuous; CU of Canadian flag at top of rig; slow clockwise circling of island at the same time; slow zoom-out to reveal entire island and sea; to extreme CU.

BIRTHDAY CAKE

B, C, D, E, G, H, K, L, M

:30

CU hand holding lighter; flicks lighter; flame lights and slowly gets smaller; just before it completely goes out it gets strong again; dissolve to candle; pull back to reveal birthday cake, woman and small child and man placing cake on table in front of them.

BIRTH OF AN ISLAND A, B, C, D, E, F, G, H, I, J

:60

Beaufort Sea:  
Summer

Aerial and water-level shots of island; various shots of the construction of an island showing use of dredger, loading platform, clamshell cranes and barges loading and unloading land fill.

BOTH GRADES

F

:60

Man dressed in lab coat in laboratory states advantages of using either Esso regular or Esso Extra.

THE BOY - ECONOBLUE FURNACE - E and TV script

:30

Fade up on CU of young boy with baseball mitt throwing red ball against wall; cut to shot of old furnace, boy sitting next to it; cut to LS of boy bouncing ball with a new Econoblue furnace in corner of basement.

BOY/GIRL

A, B, F, G, J, K, L

:60

Fade up on MCU shot of Esso mechanic checking underneath car on hoist; cut to car pulling into station; CU of girl looking into rearview mirror fixing her lipstick; CU of mechanic and manager by the car in the garage, watching; cut to MCU of girl talking to gas bar attendant (younger man); both laughing and talking; girl gets out of car; dissolve to inside of garage, manager, girl and young man laughing and talking; cut to CU of "Atlas Ignition Part" chest; cut to three people talking; cut to girl in car, drives away; MCU of young man waving goodbye.

Note: French version exactly the same except different talent used.

BOY/GIRL HOLIDAY

A, F

:30

A, F

:60

Fade up; young man and woman; CU of faces as they drive down road; fast montage cutting of the two of them enjoying summer sport and activities; water skiing; swimming. Cut to sequence of shots as they pull into Esso station to fill up - night shot. Cut back to outdoor sequence - montage swimming, sailing, etc.



CAMPING (FAMILY)	A, F	:60
	A, F	:30

Montage - family driving down highway - car pulling boat and packed with camping gear - cut to montage of family enjoying different activities at the camping grounds - setting up camp, hiking and swimming, fishing, boating - cut to montage - car at Esso station, filling up - cut to montage - family at play - cut to shot of car pulling trailer driving down road - sunset.

CANDLE - ATLAS TIRES	M, N.	:60
	M, N.	:30

Fade up - CU of candles on cake - pull out to reveal Esso agent carrying cake as he walks through forest of tires (Atlas) in limbo - as he walks carrying cake he explains special anniversary sale at participating Esso outlets.

CARNIVAL	A, F	:60
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Fade up; little girl sitting beside a lily pond; cut to shot as her parents join her and then they get in their car and drive along highway; montage of family at amusement park - on rides, eating, etc; cut to montage - family in car at Esso station; cut back to amusement park; montage ends with car driving down road - sunset

#### CHECKPOINT SERVICE - SOAP BOX

B	:30 Eng.
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Fade up; ext. CU of finger applying grease to axle; cut to ext. CU of wheel hub and cotterpin. Cut to CU of Esso agent's face; dissolve to LS of Esso agent working at bench at station; young boy watching; cut to MS as agent removes soap-box car from bench; cut to MS of white dog sleeping on floor, gets up, walks out of frame; cut to MS boy in car, dog walks over towards them as man pushes boy in car out of frame; slow zoom into man's face; dissolve to log; fade out.

COAL EXPLORATION	A, B, C, D, G, H, I	:60
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Rocky Mountains Eastern Slopes: Summer	MLS of mobile drilling unit on logging road; various shots of men drilling and taking samples; vehicles leaving area.
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COLD FLO	A, D, E	:30
Summer/Fall	Various shots of a farmer (T. J. "Buster" Corey) tilling a field and at the same time spraying Anhydrous Ammonia on the soil; LS of "Buster: walking to his pick-up; tractor with sunset in background.	
COLD LAKE (DIRECT DRILLING)		
	A, D, E, I, K, L, N	:30
Cold Lake, Alta: Summer	Shot of row of pumps; CU of production foreman at work (Keith Foster); crew fitting new pipe section to drill rig.	
COLD LAKE	D, E, I, J	:30
Cold Lake, Alta; Summer	Shot of row of pumps; various shots singling out different members of the staff at this site; on camera host; Cold Lake Town Hall.	
COLD LAKE	A, B, G	:60
Cold Lake, Alta:	MS of sign "Welcome to Cold Lake"; LS car driving down street in Cold Lake; car driving and passes Esso station; LS of car driving past horse-head pump; dissolve to top view of beaker of heavy oil, pull out as scientist attempts to pour it into another beaker; dissolve to almost identical shot after oil has been heated, oil pours (flows) easier; dissolve to steam distribution unit at Cold Lake; MS foreman working valves; MS of pipes for steam, pumps; dissolve to LS of plant, sunset in background; MLS car driving into service station.	
COLD LAKE LEMING PLANT		
Cold Lake, Alta. Summer	A, D, I, K	:30
	Various shots of pumping site; CU of foreman; CU of heavy oil in beaker; LS of refinery.	
COLD LAKE - REVISED	B, D, G, I, K, L	:30
Cold Lake, Alta.	LS of car driving into oil field area with nodding horse-head pumps; same visuals as 60-second version but ends after steam distribution unit sequence.	
COMPARISON	B, D, E, I, K	:30
	Fade, up on three different types (makes) of furnaces; one of them is the new Econoblu Home Comfort furnace; cut to CU of Econoblu, fade out with logo.	



COST ANALYSIS	D, E	:30
Early morning: Summer	Group of men walking through field on a farm; various shots of interior of farmhouse - kitchen; CU of Esso agent.	
CROWSNEST	D, E, I, K, L	:60
	Fade up on man wearing Esso jacket looking out of a window; cut to shot of sky, menacing dark clouds; CU of hand reaching for telephone; cutting back and forth between Esso man at desk and another Esso employee talking in truck driving on highway; country roads (various shots to give the feeling of travelling a long distance); cut to shot of older woman watching the approach of the Esso truck to her house, waves to man; cut to Esso man preparing to deliver oil; cut to truck back on highway; logo fades up; pix and logo fade out.	
CROWSNEST	D, E, I, K, L	:30
	Same shots as in 60-second version, but all sequences are cut down (particularly shots of men on phone and truck on highway).	
CURVE LAKE	A	:60 Eng
	Fade up forest near Peterborough; dissolve to CU of Indian etchings in rock; dissolve to CU of Valerie Witton - Trent University Anthropology student and member of the Curve Lake Reservation; pull out to reveal workshop - pottery. Various shots of people making pottery and designing same with ancient Indian designs (Narrator explains that this business was made possible through Imperial Oil grants).	

DARTMOUTH REFINERY E, K, L

:60

Scenic of Dartmouth N.S.; zoom out to reveal refinery; dissolve to CU of refinery. CU of worker climbing ladder; grinding and fitting pipe. LS of stack man is working on; MS of men on catwalk; zoom out from work area to extreme LS of refinery.

DISPATCHER

D, E, K, N.

:30

Mackenzie Delta;  
Summer

Animation of map of North America, the section representing Canada has an aerial of the Delta matted in and a red circle moves onto map to indicate Delta; CU of radio dispatcher (Ross Crawley) and the men he is in contact with in aircraft, boats and trucks.

DRIVERLESS CARS

B, D, E, G, I, J, K, L

:30

LS early morning - line of cars silhouetted on horizon; MS same line of cars - revealing that there are no drivers; CU head light pops on; interior of car - cars start to move (no drivers); MCU row of Esso gas pumps in limbo (3 pumps: 1) unleaded 2) leaded 3) unleaded - extra; cars move towards the appropriate pump for model of car (also colour of car matches pump); service station - car pulls up to gas pumps; CU service attendant servicing car - talking to camera; CU of Esso logo - pull back to reveal attendant filling car; interior car - customer talking to camera.

DRIVESHED

A, D, E

:30

Summer

Night - driveshed on farm; farmer and son installing new headlight on their tractor while talking to their Esso agent about lubricants; various CU shots of each and of oil (XD-3).

DRIVING TIPS

A, B, E, F, G, K, L

:30

Fade up on MCU of Esso dealer walking towards car at gas pumps (woman driving); man discussing pamphlet on how to stretch your gas mileage. This commercial shows other customers being advised of the six-point driving tip pamphlet.



## EAR MUFFS

A

:30 Eng.

Fade up - tractor drives toward camera; dissolve to CU of man driving tractor; fast paced cutting of tractor and man; cut to CU of man as he dons pair of safety earmuffs to reduce noise of tractor engine; look of immediate relief on man's face; cut to man climbing down from tractor.

## EFFICIENT PRODUCTS

D, E, F, J, K, L

:30

Fade up - Esso Home Comfort truck pulling up by house; cut to Esso Econoblue furnace Hybrid Heater. Cut to fuel guage on oil tank as it registers; cut to LS as diesel car pulls out to pass transport truck; cut to diesel pump and zoom in to digital read-out; cut to front of camper moving towards frame; cut to ECU of gear shift; cut to pop zoom through windshield to woman driving diesel car; cut to her perspective of road as dotted lines pass into camera; cut to Esso logo; cut to lab technician "success" shot.

## EMBARRASSING MOMENTS

VERSION #1

F

:60 Fr.

Fade up - husband waiting in car in driveway for his wife - both are dressed in formal attire; woman gets into car - man looks annoyed for being kept waiting - attempts to start car which won't start; cut to man in car coming off collector lane, attempts to speed up to merge into traffic flow - but his car stalls; cut to shot of young couple in car pulling up to ticket booth at drive-in; boy pays entry fee then attempts to pull away, car stalls creating traffic jam behind him - boy gets out of car; cut to same young man now at an Esso station - car's hood is up and an Esso agent is checking under the hood. Esso agent shows boy the dirt build-up in the gas filter; cut to car being filled with Esso Extra - car starts first try; cut to shot of car driving down country road.

## EMBARRASSING MOMENTS

VERSION #1

F

:30 Fr.

Commercial starts with young couple at drive-in to end.

## EMBARRASSING MOMENTS

VERSION #2

:60 Fr.

F

Fade up - pizza parlour - delivery man comes out door with half dozen rush deliveries, gets in car and car won't start. His boss starts yelling at him; cut to station wagon driven by woman approaches hill - car refuses to accelerate, two young boys pass the car on bikes - woman looks embarrassed.

...continued page 10

Cut to intersection - woman in car attempts a left turn against traffic flow - car stalls and a traffic jam ensues. Cut to CU of woman's face - she is embarrassed and upset. Cut to scene of same woman now at Esso station. Esso agent pulls out gas filter and shows woman build-up caused by inferior gasoline. Cut to car being filled with Esso Extra. Cut to CU of ignition being tuned; cut to shot of same woman in car with group of kids; cut to exterior shot of car driving down highway.

EMBARRASSING MOMENTS      VERSION #2      :30 Fr.

F

Commercial starts with woman at intersection to end.

EMBARRASSING MOMENTS      VERSION #3      :60 Fr.

A, F

Man in car pulls up to ticket office in underground parking - pays then attempts to re-start car - car won't start, creating traffic jam behind him. Cut to MS of young man in hot rod - stops to let pretty girl cross street - car stalls, man cannot re-start - girl keeps walking - man embarrassed. Cut to couple in convertible in huge parking lot - car won't start - three series of dissolves - there are less and less cars until the convertible is the only one left. Cut to Esso dealer removing gas filter to show build-up to man. Cut to shot filling same car with Esso Extra - man turns ignition - car starts first shot; cut to couple driving down road.

EMBARRASSING MOMENTS      VERSION #3      :30 Fr.

A, F

Commercial starts with convertible in parking lot to end.

ENERGY CRUNCH      D, M      :30

ENERGY FORECASTING      A, B, K      :60

Fade up - Esso delivery man delivering oil to house, dissolve to shot of housewife walking downstairs with clothes basket; dissolve to CU of Nancy Wood - Energy Analyst; pull back to reveal she is in a meeting; dissolve to CU of pipe being cut and fitted; dissolve to aerial of Dartmouth Refinery; dissolve to aerial of Montreal Refinery; dissolve to aerial of Sarnia Refinery; dissolve to aerial of Vancouver Refinery; dissolve to aerial Strathcone Refinery under construction; dissolve to CU of Nancy Wood; dissolve to housewife in basement approaching washer and dryer.



ENGRO 5% DISCOUNT	A	:30 Eng.
On camera host dressed as Esso agent explaining special deal of 5% discount on purchase of Engro before certain date.		
ENGRO - 2% DISCOUNT	A	:30 Eng.
Same as 5% discount deal - different date.		
ENGRO - BULK SAVINGS	VERSION #1	
	A	:30 Eng.
On camera host dressed as Esso agent explaining savings of \$7.00 per ton if purchasing Engro in bulk.		
ENGRO - BULK SAVINGS	VERSION #2	
	A	:30 Eng.
Esso dealers Walter Jones (Brandon) and Bill Wilson (Lloydminster) on camera explaining the \$7.00 per ton savings when buying in bulk.		
ENGRO - GOOD DEAL	A, B, C	:30
Fade up on farmer holding bag of Engro fertilizer, starts loading bags onto tractor; CU of man while he talks directly to camera about the good deal it is to use Engro fertilizer, picks up bag; title fade up "You can count on a good deal from your Esso agent"; pix and title fade out.		
ENGRO - GOOD SERVICE	A, B, C	:30
Fade up on farmer at a work bench, he speaks directly to the camera; cut to CU of hand shifting grain; cut to CU of man talking to camera; logo; Engro and "You can count on a great deal from your Esso agent" fade up; pix and titles fade out.		
ESSO ARMY	A	:60
Fade up on MS of a house with an army jeep and truck parked in front. MCU of two soldiers in jeep; CU of soldier (captain) standing in jeep looking back at truck; CU of the captain's face - he is laughing; MLS of jeep and truck as soldiers dressed only in white towels around their waists jumping off the truck. The captain assembles the men and starts them marching up the walkway to the house; CU of woman in side the house watching them approach. They enter the house and file one by one into the bathroom to shower; CU of a soldier's face while he showers. As they finish they march back out to the truck. During this sequence there are intercuts between the woman, the captain and the soldiers showering. Cut to CU of Esso water heater in the basement - super fade up "Up to 8 times faster"; cut to CU of soldier in shower; CU of brand name on water heater "Esso Aqua Thermic"; cut to showers - all the soldiers have showered, now the captain takes his turn - Esso logo with title "Completely at home with you" fades up; pix and sound fade out.		

ESSO CAR CLINIC	3 30-second spots	
1) TOY CAR	B (b&w), C	:30
	On camera host explaining the advantages of bringing your car to Esso's car clinics - using a model car and garage as props.	
2) BRAKES RELINED	B (b&w), C	:30
	On camera host explaining new offer for brakes - job prices at participating Esso retailers.	
3) TUNE UP	B (b&w), C	:30
	On camera host explaining the offer for a 14 point tune up at participating Esso retailers.	
ESSO EXTRA UNLEADED	B, C, D, E (x2), G, H, I, J (x2), N and TV scripts	:30
VERSION #1	Fade up on animated sequence: LS sunrise on horizon; a gasoline nozzle attached to a hose zig-zags from horizon towards camera. As it comes closer to camera the title "New High Octaine Esso - Extra Unleaded" fades up. Cut to shot of a family in a car pulling a trailer driving along a coastal road. Cut to MS of a woman in a car at an Esso gas station. Title (same as before) fades up; pix and sound fade out.	
VERSION #2	Same animated sequence as in Version #1. Cut to a shot of a cab driving along a city overpass. Cut to a delivery boy in a station wagon; cut to animated sequence of nozzle and sunrise with title; pix and sound fade out.	
ESSO FERNANDEL	A	:30
	Fade up on MS shot of man dressed in fur coat and hat sitting in chair, trying to keep warm; CU of Esso heater; MS man in shower; CU of heater and furnace; CU of man wearing a Foreign Legion hat; CU of heater and furnace; CU man in bathrobe; MS heater, furnace and fan; MS Esso agent standing among these items; CU of man laughing and talking; CU of man dressed as a woman; fade out pix and sound.	
ESSO FIRE STARTER	A (B&W)	:10
	10 second promo introducing new 12 piece package.	
ESSO FIRE STARTER	A (B&W)	:20 Eng.
	Nero demonstrates how easy this product is to use.	
ESSO FIRE STARTER - CAVEMAN	A, F	:60 Eng.
	Fade up scene in cave - man and women dressed in animal skins sitting in front of pile of wood - man attempts to light fire; dissolve to various shots of product; cut to shot of caveman, box of Fire Starter in foreground; cut to shot of man and woman dancing in front of fire, they are dressed in 20th century clothes.	



## ESSO GAS COUPONS

B, C

:60

Fade up; LS horse in corral surrounded by trees; LS of man and woman in the car watching the horse; CU of the two people; CU of sign (arrow) on side of highway; MLS of a man unpacking the trunk of his car; MS of a car parked; CU of weathervane (rooster); CU of Vacancy sign on motel; CU of a sign indicating boat rental and picnic area; LS of family in a sail boat; LS of car parked in picnic area; CU of picnic area sign - title "The Travel Book of Values: over it; MS of man in car pulling into Esso garage, car stops at gas pumps (sign on gas pumps "The Travel Book of Values"); CU of pages of booklet being flipped; stops at a section titled "Play Power up with Esso"; CU of woman sitting in a car - Esso sign in background; CU of booklet; CU of Esso attendant; CU of Esso sign; CU of tail lights as car drives away as Esso agent waves; CU of booklet; Esso logo fades up; pix and sound fade out.

## ESSO HOCKEY

A (35mm X 2) plus 1 16mm

:60

Fade up; LS of young hockey players (6 years old) playing hockey in arena; CU of coach handing a hockey stick over the boards to one of the players; CU of coach's face - pull back to reveal he has Esso jacket on; MS of players sitting on bench, clearly showing the Esso logo on their sweaters; MS of player leaving the ice as another steps on the ice (falls); CU of a fan (assumed to be the boy's father) smiling, shaking his head; cut to game in progress; LS of the opposing team's goalie; LS of Esso coach discussing strategy with his team, the rest of his team skates over to the bench; MS of opposing team's goalie; CU of coach talking to his team - in and out of the box. CU of one of the young boys on his team; LS as the two teams resume play; the play moves toward the opposing team's goal, inter-cut with shots taken from behind the net watching the play develop; the Esso team scores, players raise their arms; cut back to Esso bench - fade out.

## ESSO HOME COMFORT

Three 30-second spots - A, B

## 1) CLEANING LADY

Fade up on scene of cleaning lady dusting table and furniture in a living room; she turns to camera, sits down on the sofa and begins to complain about the fact that since her employer installed an Esso Home Comfort System, there is no more dust to clean. This is one shot throughout.

## 2) COOL

Fade up on man sitting in an easy chair, dressed in smoking jacket and ascot - looks wealthy. He states all the advantages of having an Esso Home Comfort System; all the while a woman dressed in an evening gown pampers him. One continuous shot throughout.

## 3) WORLD TRAVELLER

Fade up on scene of man sitting in a den reading a book - looks wealthy, puts down book and again states the many advantages of owning an Esso Home Comfort System. One continuous shot throughout.

ESSO JOHN

B, D, E, K (x2), M

:30

Fade up early morning, back lot of a company, big earth moving equipment, oil drums; two men unloading oil drums from a pick-up; CU of the company owner's face; CU of Esso agent; MS as the two men walk towards pick-up truck; intercut between the two men as they discuss Essolube XD3; CU of can of Essolube as Esso agent hands it to the other man; CU of Esso agent's face, laughing; MS of the two men walking through the yard; oval surrounds the two men - area outside of oval fades to black; titles up; fade out.

ESSO LUBE D-3

A

:30 Eng.

Fade up - shot of man on tractor in field; MCU silhouetted against sunset; intercut with shots of farmer repairing tractor in shed; cut to CU of can of Essolube D-3.

ESSO MECHANIC

B, D, G, I, K, L

:30

Fade up; MS of a young man (identified as Charlie) eating breakfast in a rush; a woman (his mother) helps him with his jacket while trying to get him to eat; cut to shot of Charlie and an instructor discussing a car's carburetor; cut to shot of instructor discussing the workings of a new carburetor using a diagram on a board; cut to CU of two other students; camera pans to CU of Charlie looking at actual carburetor - title fade up over this shot (Esso Working to keep you moving). Pix and sound fade out.

ESSO PARAWAX

A (b&amp;w)

:10 Eng

Introduction offer of candle making instruction booklet.

ESSO POWER FORMER

A (35mm)

:90

Fade up; MS of oil refinery; cut to CU of sign in front of the plant "Powerformer"; LS of men checking readout of computers in control room; intercutting between CU of checks and monitoring of readouts in control room; dissolve to CU of underneath of a car; LS of car driving down highway, pans to trees along side of road. Split screen with scenics of countryside, then split screen effect changes to CU shots of man driving and Esso logo; split screens change to car driving on highway and Esso gas attendant filling a car; split screen changes to MLS of Voyageur Restaurant and people eating; people eating remains while product shots appear opposite them. Split screen effect of family in car, LS of car, CU of tiger's tail which actually indicates the gas level in the car's tank (reads full). Split screen effect LS of attendant (Esso) walking back to garage - title fades up "Everything for Happy Motoring". Pix and sound fade out.



ESSO POWER PLAYERS      B,C      :10  
 One shot - CU of title "Esso NHL Power Players".

ESSO SAFARI      A (35mm)      :60  
 To show problems with uneven heating distribution. Fade up on jungle scene; CU of foliage; cut to shot of man sitting, wearing what appears to be a safari outfit; cut to CU of woman, head tilted back, looking very hot and uncomfortable; cut to MS of woman - reveals she is actually sitting in what appears to be their living room (on sofa with feet up on coffee table); -CU of man's face, uncomfortable, hot; MS of man and woman discussing the problem; man gets up and leaves room; cut to different parts of house; LS of man walking down hallway, in this sequence he is wearing an Arctic parka; man answers door; MLS of woman on couch, as Esso agent checks heating ducts; CU of woman while she watches him checking ducts and thermostat; cut to shot of Esso furnace installers checking old furnace; MCU of man in living room without parka (wearing normal street clothes); CU of man and woman embracing; logo up; pix and music fade.

ESSO SALUTES THE SAVERS

#1 Summer      B, C, D, E, G, H, I      :30  
 Lady in living room; man in basement; couple in front of fireplace; recap of talent (head shots).

#2 Summer      B, C, D, E, G, H, I      :30  
 Family with dogs at a farmhouse; young couple in front of ranch style house; young couple in garage of their home; recap of talent (head shots).

#3 Summer      B, C, D, E, G, H, I      :30  
 Young man walking from door of building in garment district; man and dogs at kennel; young couple in front of ranch style home; recap talent.

\*\*\*There are also 3 X 30 second French versions - different people.

ESSO 2000 HISTORY      A, D, E, F, I, K, L, M and TV scripts, 16mm Eng. checkprint :30  
 Fade up; shot of old fashioned car in country; MCU of man taking gas cap off at Imperial Oil garage as the driver sits in his car and watches; dissolve to newer car ('36 or '37); MS of man and woman having picnic, people in background in swimming suits; dissolve to drive-in restaurant (1950's), carhops on roller skates serving; dissolve to man in car filling up with Esso Extra (mid '60s); sign overhead reads "Happy Motoring"; dissolve to shot of gas pumping station (Esso 2000); CU of Esso logo; pix and sound fade.

EXPEDITOR

D, I, K, N

:30

Mackenzie River  
Delta:

Aerial of Mackenzie Delta area; MCU overhead shot of man driving lift-truck; interior three men unloading huge crate from plane; exterior LS of lift-truck unloading a boat from plane; loading supplies from truck to plane; CU of worker (footage from Turkey Truck); man directing taxiing of plane; LS of plane.



## FACTORIES

A, B, C, D, G, H, K, L, M

:30

Wide shot of a factory; multiscreen image (4) - different locations in factory; split screen - top is of a parking lot and the bottom is of feet walking; multiscreen image (8) - top four - man in front of furnace - bottom four - different locations in factory; split screen - top is a bottling plant and the bottom is of feet; multiscreen (4) blast furnace, smoke stacks, bottles and the roof of a building; outline of map of Canada - circle indicating Beaufort Sea area, zoom into circle revealing images inside circle: 1) drill rig - winter 2) men unloading piping 3) Imperial Oil building; multiscreen image (4) different locations in factory; split screen - top is of bottles and the bottom is of furnace; multiscreen (8) of bottles and factory; wide shot of man standing in front of blast furnace.

## FAMILY ALBUM

3 commercials - B, D, E, J

:30 each

These three commercials open with the super "What is Esso?" and the- dissolve into a family portrait idea of different Imperial Oil staff covering a variety of different jobs in the organization

e.g. Don Anderson - Maintenance

Helen Bernard - Scientist

Barry Noble - Environmentalist

Liko Suzuki - Research Engineer

Ron Willie - Agent, etc.

Ends with a succession of Imperial Oil logos from 1880 to 1980.

## FARM PRODUCTS

E, K

2:00

Fade up; dawn shot of grain elevators silhouetted against horizon; CU of Esso agent, standing beside his truck; LS of pickup truck on road, headlights on; cut to farmer greasing equipment; cut to Esso truck on road; cut to barn door being opened, revealing harvester; cut to CU of "Essolube XD-3" can; cut to truck on road; cut to CU of phone dial; cut to can of Esso "Unitol"; cut to can of Esso "Hydraul" being poured into harvester; cut to shot of sky, dark clouds; cut to driver in harvester; cut to Esso agent on CB radio; cut to shot of truck; cut to CU of "Esso" logo; cut to CU of agent with safety goggles and gloves; cut to CU of "Unitol"; cut to MS of tractor in field; cut to pickup on road; cut to harvester in field; cut to Esso logo; cut to farmer in cab of harvester; cut to shot of wheat going into bin; cut to front view of harvester; cut to MCU of man driving harvester; cut to agent connecting lines to ammonia tank; cut to CU of RPM gauge; cut to Esso logo. These last two shots are repeated, then fade out.



FARM PRODUCTS: AGENT E, N

:30 Eng.

Fade up - ECU of phone, it rings, hand reaches out and lifts off receiver. Cut to scene of Esso agent's office as he exits building and gets into truck; cut to aerial shot of prairie road at sunrise, camera follows the Esso truck, well below, raising dust along the road; cut to truck arriving at farm near machinery; cut to agent delivering a barrel of hydraulic oil; dissolve to bulk fertilizer situation; dissolve to interior of kitchen, agent and farmer are seated at table working out a set of figures; dissolve to agent, farmer and helpers and family having lunch out in harvest field; freeze and squeeze to inset of agent. Up logo.

FARM PRODUCTS: DIESEL D, K

:30 Eng.

Fade up - early morning, farm house, harvester silhouetted against sunrise; cut to MS of harvester; dissolve to Esso agent checking pumping station at depot; cut to MS of tank truck in background of pumping station at depot; cut to LS of tractor in field pulling harrow; cut to LS of tractor in field pulling fertilizer spreader; cut to tractor pulling harrow as it drives past camera; cut to MS of Esso tank truck parked in front of tank area in farmyard; dissolve MS of Esso agent filling tanks; dissolve to inside farm kitchen, farmer, wife and Esso agent sitting at table.

FARM PRODUCTS: DIESEL E, N

:60 Eng.

Fade up ECU of daily calendar page being ripped off; cut to shot of farm, just before sunrise, lights in house go on; cut to agent leaving his depot in oil truck. He moves quickly with purpose; cut to CU of diesel tractor in fields; cut to people working, handling wheat; cut to diesel-powered tractor pulling harrow; cut to ECU of diesel working, farmer steps into picture, checks oil level; cut to Esso agent arriving at tank area in diesel oil truck; Farmer stands, looking up at agent as tank is filled; cut to calendar page being ripped out; dissolve to inside farm kitchen, farmer's wife, helper and agent all there, she is passing out hot coffee and cake; zoom to CU of smiling agent, taking a big mouthful of cake; freeze and squeeze to inset of agent. Up logo.

FARM PRODUCTS: FERTILIZERS D, E, K, M, 35mm b7w cutting copy, TV scripts :30

Fade up dawn shot of grain elevators; cut to Esso agent with truck; CU of phone dial; CU of agent with safety goggles and gloves; cut to farmer in truck towing fertilizer broadcaster; cut to Esso logo; farmer getting into tractor; broadcaster being towed; agent in fertilizer loader; agent shifting gears; cut to fertilizer dumped into broadcaster; cut to tractor with broadcaster; MS of farmer in tractor; cut to arm of ammonia converter moving into camera; cut to RPM gauge; cut to ammonia tank behind tractor; cut to RPM gauge; cut to broadcaster being towed; cut to logo; cut to cold flow applicator; cut to broadcaster; cut to sunset shot of farmer and agent in field; cut to logo and super fade on "The search must continue". Pix fades out.



FARM PRODUCTS: LUBRICANTS A, E, J, K, D, M, TV script

:30

Fade up, dawn shot of Esso agent standing beside his truck; LS of truck on road; CU of phone dial; cut to farmer greasing equipment; Esso truck on road; barn door being opened revealing harvester; CU of can of XD-3; truck on road; agent on CB radio; Esso logo; two harvester shots; hand shifting gears; Unitol being placed in grease gun; driver on harvester; RPM gauge CU; two harvester shots; Hydraul pour; Esso logo; two harvester shots; dusk shot of farmer and agent in field; logo up and super, then pix and sound fade out.

FARM PRODUCTS: LUBRICANTS (Version 2) D, K.

:30 Eng.

Fade up MS farmer at desk, he has an electronic calculator and is doing some book work; papers are scattered about the desk; cut to Esso agent backing pickup truck up to shed; cut to CU of agent as he gets out of truck; cut to CU of box of Hydraul as agent removes can from case; cut to MS of two harvesters in field; cut to CU of box of Unitol as another Unitol container is placed on top; cut to MS of tractor as it drives by camera; cut to CU of case of Essolube XD-3 as agent removes a can from case; cut to MS of harvester infield; cut to ELS of Esso pickup truck driving down road; dissolve to shot of farmer holding his son, Esso agent standing beside them; freeze and squeeze to inset of agent.

FARM PRODUCTS: LUBRICANTS (Version 2) E, M, N

:60 Eng.

Fade up, ECU of man's hand writing with pencil, suddenly the point snaps; zoom back to see farmer at desk, he has an electronic calculator and is doing some book work, papers are scattered about the desk. He tosses the broken pencil aside and takes another one; cut to Esso agent throwing clipboard into front seat of truck and hopping in quickly. He starts car and drives off; cut to ECU of grease gun pumping into steering knuckle; cut to harvester working in wheat field; cut to ECU of crankcase oil can being punched; cut to farmer driving tractor in field; cut to agent with clipboard delivering lubes at his storage area. Farmer approaches; cut to CU agent rips open carton, holds up can of Hydraul; cut to farmer on tractor pulling machinery out of storage shed; zoom back and change focus to CU of Unitol container; cut to aerial shot, various pieces of farm machinery operating during harvest, all seen in one long shot; dissolve to agent walking towards farm house, late afternoon light. A young boy is coming out. The agent holds up a can of Essolube, then tosses it playfully to the boy. Farmer steps in, picks up boy, carries him towards house. Agent in foreground. Freeze and squeeze to inset of agent. Up logo.

FARM PRODUCTS: SOIL	E, D, N	:60
	E	:30

Fade up; CU of man's hand, dropping soil through fingers; slow pull out as man (Esso agent) takes sample of soil; ELS of agent walking toward pickup truck; shot of farmer with can in hand walking towards agent, placing soil in container for testing; MS of men loading bags of "Engro" on back of pickup truck; LS of men loading bulk fertilizer at farm storage area; LS and MCU of machine distributing bulk fertilizer in field; MLS of farm machinery and ammonia truck and tank in field; farmer checking first growth in field; CU of matured wheat being cut; shot of tractor pulling fertilizer distributor driving past camera; MLS of harvester cutting wheat; MLS of harvester and dump truck in field loading cut wheat; ELS of four harvesting machines in field; LS of dump truck unloading grain onto conveyor for storage; MS of farmer and agent checking sample of grain from storage bin; logo up and title; pix and music fade out.

FINK BROTHERS	A, E, I, K, N	:60
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Beaufort Sea Aerial of split-barges being filled; shots of the two Fink brothers at work intercut with the operations involved in the process of island building (dredging, clamshell cranes, barges, sandbagging, etc).

FIRE EXTINGUISHER	A	:30
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Various shots, interior of work shed on farm; dissolve to photo of exterior of shed; fast pull out as photograph bursts into flame; cut to CU of fire extinguisher.

FIRST WELL - LEDUC #1	B, C, D, E, F, G, H, I	:60
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Leduc, Alta:  
Summer Various shots of original pump at Leduc #1 site; sunset with scene of men working; men grinding, working on drill rig, welding superimposed over sunset.

FISH	D	:60 Eng.
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FLINTKOTE DECORATIVE STUCCO	D, E, I, K, L	:30
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Fade up of a living room (full screen); two different scenes of rooms that have been decorated with stucco wipe in, split screen top and bottom; several shots of different ways of applying stucco to walls and celings, wipe in now creating a four split screen effect. All four quarters wipe out revealing a shot of a hallway of house - a couple admire the job; cut to product shot of Flintkote and various applicators; pix and sound fade out.



FLIT - WEED KILLER	Version #1 A, F	:60 Fr.
	Fade up - on camera host pulling dandelions from lawn by hand - then he explains the advantages of using Flit - Weed killer with its new dispenser and demonstrates same.	
FLIT - WEED KILLER	Version #2 A, F	:60 Eng. & Fr.
	Fade up - big house with beautiful green lawn on quiet suburban street; various CU shots of Flit Weed killer dispenser as narrator explains the advantages of the design of the dispenser and how well it kills weeds; cut to CU of dispenser; pan right to reveal can of Flit insecticide - narrator gives brief explanation.	
FLIT - WEED KILLER	Version #3 A, F	:60 Eng. & Fr.
	English - Fade up - CU of Fred Dale, gardening editor as he explains and demonstrates the product.	
	French - same commercial except on-camera host is Gaston Charbonneau - garden expert.	
FLOATING PIPELINE	F, I, N, L	:30
	LS of section of floating pipeline; MS of the operation of putting another section into water; CU of foreman watching operation; crane hoisting section of pipe; worker directing crane operator from ground; shot of procedure taken from perspective of inside the pipe; two pipes being joined - camera inside pipe; LS of section floating pipeline; CU of worker in boat monitoring procedure.	
FOUR ISLANDS	A, B, C, D, E, F, G, H, I, J	:30
Beaufort Sea: Summer	Various aerial shots of island in Beaufort Sea; various shots of construction of an island involving dredger, clamshell cranes, loading platforms and barges.	
FURNACES	B, E, G, K, M, N	:30
	Pull out from limbo to reveal two simulated houses with furnaces; one with insulation in its attic and the other without - fuel indicators on top; zoom into house on left, with fibreglass - shows the savings in fuel consumption when insulation is used.	

GOURMET BARBECUE LIGHTER

A (b&w)

:10 Eng.

Fade up - steaks on barbecue sizzling; dissolve to MS of can of lighter fluid; zoom in to CU of picture of steaks on front of can as pair of tongs remove one of the steaks from the picture.

THE GREAT CASE

A, B, F, G

:30 & :60

Fade up - shot of small boy riding his tricycle down a front walkway (house in background); cut to Esso Home Comfort truck pulling into driveway; shot of boy peeking over bushes; driver getting out of truck; CU of boy watching men; driver sees boy and waves; boy runs around corner of house; MS of man unloading a crated furnace from truck; dissolve to man uncrating furnace in basement; Cu of boy peeking around box at men, man plays game of hide and seek with boy; dissolve to men leaving box in driveway and boy drives his tricycle into box - titles fade up; pix and title fade out.

30 second commercial uses same visuals.



HEAVY OIL	A, B, C, D, E, F, G, H, I, J	:30
Cold Lake, Alta. Summer	Aerial shot of Cold Lake site; various shots of construction on site; welding, grinding, cranes, etc.	
HERBICIDES	A	:30 Eng.
	On camera host dressed as Esso agent explains Esso's offer of help (free) by way of on-staff organismist wherever Esso herbicide products are sold	
HOME HEAT	A, B, D, G, I	:60
Winter	Various shots of small family (mother, father and baby) in livingroom of house enjoying each other's company; CU of baby; dissolve to MCU of crew working; weather is cold, snowy and windy; Christmas tree and Arctic scene in background; snow tractors travelling across ice and parked; interior of tractor; man priming detonator; two explosions with tractor in foreground; shots of surveyor and assistant working; dissolve to family sitting on sofa - zoom into father and baby.	
HORIZONTAL DRILLING	E, M	:30
Summer	CU of a real Christmas tree; pull focus to reveal an Imperial Oil Christmas tree; animation showing the concept of the Imperial Oil Christmas tree and the process of using high pressured steam; worker checking installation and making adjustments.	
HYDRAUL: BIG LIFT	F	:30 Fr.
	Fade up - various shots of man on tractor tilling field; cut to CU of tiller cut to LS of tiller and man on tractor as he works controls to lift tiller for easier transportation; various shots of this process; cut to shot of tractor driving across screen in background; can of hydraul in foreground.	
HYDRAUL: SAVINGS COUPONS	A	:30 Eng.
	Esso dealers - Walter Jones and Bill Wilson - on camera explaining money back \$1.00 coupons with every purchase of Hydraul.	

ICE LAB	B, C, G, H, M, N	:30
Canadian Arctic: Winter	LS of tractor-like vehicles moving across the ice; dissolve to men working a drill rig; interior- two men (scientists) working on model of some sort of structure for ice-pressure related tests; scientists lifting model off table; exterior - dissolve to test pool; overhead shot - scientists placing structure into test pool with other test structures; dissolve to Arctic scene with Christmas tree in foreground.	
IMPERIAL OIL AND THE INVISIBLE RESOURCE	C, L	:30
Summer	Various shots of drilling (dated footage 1950's); shots of neon lights, cars on congested highway - also 1950's - the above scenes are black & white; shots of new refinery and work being done on site; night, building with lights being turned off one by one, on-camera host in foreground explaining that the best resource for the future is the one saved now.	
IMPERIAL OIL AND THE QUEST FOR URANIUM	B, C, D, E, K, M, N	:30
Summer/Fall	Title over shot of nuclear plant; various shots of a geologist in the bush taking readings, studying samples intercut with on-camera host (walking towards camer) in front of nuclear plant.	
IMPERIAL LOOKS INTO THE SUN	D, E, I	:30
Various locations: Summer	Shots where the camera is travelling towards the sun; exterior over crest of hill; shot of on-camera host standing beside Solar Panel at Sarnia, Ontario plant.	
IMPERIAL OIL TOFINO	A, B, E	:60
Summer	Aerial shot of fishing trawler intercut with CU shots of skipper at the controls; cut to the captain of the Imperial Tofino on the bridge of the ship; aerial shot of the Tofino; shots of the Tofino docking and unloading fuel; aerial shot of the trawler and the Tofino passing one another; CU of both skippers.	
IOSOL - FUEL	A (b&w)	:10 Eng.
	10 second promo introducing new economy size container.	
ISLAND BUILDING	E, M	:30
Summer	Animation explaining the concept; aerial shot of such an island; various shots of construction - sand-bagging perimeter of island; shots of crew working on rig; drilling platform; shot of sunset.	
IT DEPENDS	F	:60 Fr.
	Technician explains differences between Esso regular and Esso Extra and which one to use in your car.	



JEUNESSE MUSICALES	E, M	:60
Summer	Commercial focuses on three young classical musicians, two men and one woman and their studies at a music conservatory sponsored by Imperial Oil; various shots of trio practicing and in concert; various shots of the facility itself.	
JUDY CREEK	F, I, L, N	:30
Judy Creek, Alta	Interior - man sitting at a desk talking on radio; same man inside a control room checking gauges; man and another worker checking read-out of graph (circular disc); two men walking through refinery MS and MLS; CU of refinery, pull out to reveal complete site in extreme LS.	
JUDY CREEK II	A, B, C, D, E, F, G, H, I, J	:60
Judy Creek, Alta. Summer	Aerial shot of Judy Creek field; shot of section of installation under construction; pan of entire installation; various shots of crew working (grinding, etc.)	

## KITCHEN STOVE

A, B, C, D, E, G, H, K, L, M

:30

Wide shot of kitchen, woman filling kettle and walking to stove and reaching to turn on burner; overhead shot of gas burner lighting - zoom in; dissolve to map of Canada with circle indicating Beaufort Sea area; as circle enlarges there appears within the circle a rig - winter, tractors - winter, drilling rig - winter and a rig tower from base of rig; dissolve to CU of kettle on burner - pull out - woman removes kettle and turns off the gas.



LEGEND OF THE ATHABASCA OIL SANDS    B, C, D, E, G, H, I, J, K, L, M, N    :30

Athabasca, Alta:    Various shots of a boat travelling down a river -  
Summer/Fall        early morning, misty; boat docking; shots of old plant  
                     from boat travelling down river; on-camera host in  
                     foreground of new field under construction.

MACKENZIE BARGE	B, C, D, E, F, G, H, I	:30
Mackenzie Delta: Summer	Aerial shots of a group of barges moving up river; loading/unloading; various shots showing different uses of barges in the Arctic; interior of boat - living quarters and transporting supplies.	
MANITOBA WILDLIFE - GEESE PROPAGATING CENTRE	D, E, M	:60
Summer/Fall	Early morning sunrise at lake; boat appears and a flock of geese appear on the horizon; intercut between geese and trio (one woman, two men) in boat; various shots of activity at centre and trio relaxing; geese flying slow motion.	
MODEL REFINERY	K, N	:30
	CU of a section of a refinery; pull out to reveal that this is an exact replica (table top model); man sitting at table studying layout; man studying smoke stack of model; man standing in limbo; pull out to reveal that he is standing in middle of an actual refinery; aerial of this refinery.	
MONDRIAN	F	:60
	Fade up - line drawing of rectangle consisting of smaller rectangles (7) inside, all of various dimensions; model (female) appears in one of the inner boxes holding a guarantee as the narrator explains how Esso backs all its products. Throughout the commercial models appear one at a time or in groups with different products (oils and lubricants) displaying a variety of products.	
MONTREAL EAST	B, D, E, F, G, I	:60
Montreal, Quebec: Summer	Various shots of this refinery; commercial opens and closes with car entering and exiting parking lot.	
MONTREAL REFINERY	3 commercials	E (x2), dummy narration track
MOTHER	A	:30 Eng.
	Fade up on older woman in kitchen setting table, her son enters - Esso dealer, and sits down to eat. The mother states that he is late again, and her son says he had to finish off some work for a customer but he is home to stay this night. His mother tells him that this is good because his uncle is coming over and that she has offered that her son will fix his car; zoom into shot of man's face; dissolve to shot of son fixing car in driveway.	



MOTORIZED VEHICLES

D, E, I, K, N

:30

Summer

Pan of trucks and heavy vehicles parked in yard;  
intercuts between worker driving tractor-like vehicle;  
interior and exterior of tractor-like vehicle.

NATIVE TRAINING

E, K, N

:30

Canadian Arctic:

Aerial of a refinery; three men walking away from a pickup truck; the three men enter a portable building; various shots of two native men trainees getting instructions on different apparatus from instructor and applying this knowledge under supervision of instructor.



OIL ON THE PRAIRIES

A

:60 Eng.

Fade up - CU of Reg. Berra; cut to various shots of Reg driving harvester cutting wheat; cut to aerial of pumping station in middle of wheat field; cut to CU of Christmas tree as harvester drives past; cut to MS of horse-head pump as harvester drives past; cut to MS of Reg on harvester; cut to aerial (LS) of Reg cutting wheat.

PERFORMANCE #1

A, F

:30 & :60

Fade up - fast montage - CU of men's and women's faces; cut to MS of red convertible parked in lot; fast zoom in on car - the word Performance moves across screen; cut to CU hand turning key in ignition; cut to different vehicles in different situations to show how Esso Extra will help your car's permance in different situations (small compacts, jeeps, huge luxury cars i.e. in traffic, acceleration, off road travel, etc); cut to montage of pumps, Esso dealers, filling cars, i.e. basically helping and servicing clients; cut to montage of traffic scenes intercut with the word "Performance".

PERFORMANCE #2

A, F

:30 & :60

Fade up - traffic on highway; cut to CU of young man in sports car - he accelerates to pass traffic; cut to CU of young woman as she accelerates to join flow of traffic on throughway; cut to CU of middle aged woman - driving down highway; cut to CU of older man driving down suburban street (older car); cut to CU man dressed as painter as he accelerates from stop light; CU of business man as he accelerates coming off collector lane; CU of hands and steering wheel - turns ignition, puts car into gear and drives away almost in one motion; montage of Esso service stations and agent, serving customers; montage of traffic shots intercut with word "Performance".

PERFORMANCE #3

A, F

:30 & :60

Fade up - group of people walking to car in underground parking lot; cut to car with four teenagers - driver says he gets great gas mileage; cut to MS of milkman getting into truck - states he has no trouble starting his vehicle; CU of race car driver - he says he has great acceleration; CU of formally dressed woman in car - she says her car runs smoothly; cut to businessman driving on highway - says he saves money; cut to MS of man trying to start antique car - say??? - cut to CU of older lady - she says it gives her car longer motor life; montage Esso stations and dealers servicing customers; montage of traffic intercut with the word "Performance".

PRINTER

D

:60 Eng.

PROMISE OF SWANHILL

D, E, I

:30

Sun shining through stand of pine trees - early morning; various shots of a band of native Indians walking through forest and at their camp; shots of group of geologists discussing samples; on-camera host foreground of Indian camp



QUARTET

A, B, E, F, G, J, K, L

:60

Fade up - car pulls into an Esso station LS; cut to four different Esso employees as they look up from their work; one runs up to the driver's window - starts singing; cut to inside of garage as the four Esso employees check car over all the while doing a sort of barber shop quartet number; cut to shot of outside of garage as car drives away; Esso quartet end song; title up; pix and titles fade out.

QUIRK CREEK/REDWATER

A, B, G, K, L

:60

Quirk Creek, Alta:

Various shots of sulphur plant and surrounding area; shot of cattle grazing, showing compatability of installation and region.

Redwater, Alta:

Aerial shots of plant; farmer harvesting wheat.

## THE RENOVATORS

B, D, E, G, I, J, K, L, M, N

:60

B, D, E, G, I, J, K, L, N

:30

Fade up - night shot - MS of Esso Home Comfort delivery truck parked in front of houses; CU of "Esso Home Comfort" on door of truck; MS of truck; CU of headlights, shows that it is raining; CU of delivery man sitting in truck; delivery man walking towards a house with hose; CU of meter as numbers roll; slow pan to woman sitting at data console at Esso Headquarters recording information; cut to shot of her hand pointing at chart readout of a computer; MS shot of a house; shot of woman in house answering phone; CU of woman at Esso Headquarters as they talk; dissolve to living room in house, wider shot reveals woman's husband as he pours cups of coffee; CU of woman's face (she laughs); cut to wider shot of room - reveals that the couple is actually adding an addition to their house. Woman says "They wanted to know if we had any idea why our oil consumption was unusually high this month." Husband and wife laugh; title fades up; pix and title fade out.

## RICHARD ISLAND WILDLIFE STUDY

A

:60 Eng.

Fade up - CU of Rick Prieston, mammalogist; cut to CU of Gordon Frost, fish biologist; cut to CU of Rob Owens, ornithologist; cut to MS of Ron Erikson and Ralph Irben, project manager, walking past helicopter; dissolve to MLS aerial of base camp, all 5 men milling about; cut to panoramic aerial of Mackenzie River Delta.

## RIG MODIFICATION

A, I, K, N

:30

LS of drilling rig and surrounding camp; LS of huge tarpaulin being hoisted by crane; LS of men on scaffolding assisting in the procedure - tilt down - two more men on the ground; aerial shot of island - no rig; LS of crane hoisting huge pipe; MS of two men assisting in placement of pipe.

## ROAD TO TOMORROW

B, C, D, E, G, H, I

:30

Country road:  
Summer/Fall

Various shots of school bus picking up children; CU of children and driver; on-camera host at service station stating the importance of resources in future.



RUFF & READY GARBAGE BAGS - 5 X 30-second spots dealing with  
coupon offer

- 1) STRETCH & SEAL                      B, C    :30  
CU of box of Stretch & Seal in bowl; woman tearing off  
piece of Stretch & Seal from box and covering bowl of  
vegetables; CU of woman turning bowl upside down; CU  
of coupon offer on package for garbage bags.
  
- 2) "WHAT'S IN THE BAG" - B, C    :30  
CU of bag with garbage being stuffed in it; CU of  
package of Ruff & Ready garbage bags.
  
- 3) "BAG FOR ALL SEASONS" - B, C    :30  
MCU of man pulling bags of various items; sleeping bag,  
laundry, bedding; cut to CU of package of Ruff &  
Ready bags.
  
- 4) "FIRE POWER"                      B, C    :30  
CU of box of "Fire Power Barbecue Fire Starter"; cut<sup>2</sup>  
to CU of flames on barbecue; cut to CU of box of "Fire  
Power".
  
- 5) "TV SAMPLE"                      C    :30  
Various shots of men and women exercising.

SARNIA	A, B, E	:60
Sarnia Refinery: Ontario	VARious shots of this refinery; commercial opens and closes with car entering and exiting parking lot.	
SEISMIC	E, K, M	:30
Atlantic Ocean: Summer	Various aerial shots of seismic vessel; exterior of vessel with active crew; interior of vessel - computers and graphs, etc.	
SERVICE RIG	A, B, C, D, E, F, G, H, I	:30
Summer	Aerial shot of drill rig; various shots of crew servicing rig - replacing pipes, etc.	
SHAREHOLDERS	C, I, M (16mm)	:60
	Shot of Esso logo with various scenics surrounding it; CU of title "Esso REport"; cut to shot of man sitting at desk (newsroom style) giving report; CU of dollar bill; animation sequence as dollar bill divides up according to what percentage is paid towards shareholders, operating costs, development, exploration, etc. pix and sound fade out.	
SNO TRAC	G, H	:60
Winter	Various shots of snowmobiles - different locations and activities; shots of usage of "Sno Trac".	
SNOW	A	"60 Eng.
	Head lights of a jeep appear in distance - approaching camera. Blowing snow and bad driving conditions; cut to CU of man driving jeep; cut to 2-shot of same man and his passenger (woman); intercut between interior of jeep and exterior shots showing treacherous driving conditions; cut to shot of perspective of driver as jeep approaches a car that is stuck in the snow. Jeep proceeds to push the car out of snowbank. At this point we see the man in the jeep is an Esso dealer, the man in the car waves as he drives off; dissolve to shot of Esso man helping woman from jeep. At this point camera pulls out slowly revealing that they are parked in front of the admitting entrance of a hospital and that the woman is very pregnant; freeze frame on MCU of couple as they reach front door.	



SPIRIT OF COLD LAKE Cold Lake, Alta. Fall	B, C, E, G, H, I, J, K, L, M	:30
	Men taking down rig - dull and raining; Jack Harvey - Imperial Oil project leader walking through site; on-camera host in the foreground explaining the rebirth of the Cold Lake Field through efforts of people like Jack Harvey.	
SPRING SAVINGS	A	:30 Eng.
	On-camera host dressed as Esso agent offering reduced prices on selected items: grease gun - drill - trouble light - truck tarp - rope.	
STAR	A	:60 Eng.
	Sports car pulls into Esso station; cut to CU of young man wearing sunglasses as he talks to pump attendant; cut to CU of attendant; cut to CU of young man fixing his hair; cut to CU of two young girls talking as one looks over; cut to man as he removes sunglasses; cut to two girls as they recognize him. At this instant dozens of girls come running, surrounding the car, all wanting autographs. During all this the Esso man notices the sports car's rear tire is soft and attempts to tell the young man, without success, then tries to tell the man by writing out a note that makes its way to the young man, then back to the Esso man; cut to CU of piece of paper, it is signed "Love Lance"; cut to and freeze on CU of Esso man's face, looking surprised.	
STRATHCONA Strathcona, Alta: Summer	A, B, C, D, E, F, G, H, I, J	:30
	Aerial shot of site; various shots of men and machinery working on construction of refinery; pan of site; crew working on storage tank.	
STRETCH 'N SEAL	B	:30
	CU of two boxes of product; extreme CU of box showing "Free" offer; CU of the two boxes.	
STRETCH 'N SEAL _ BOTTOMLESS BOWL	B	:30
	CU of glass bowl that is open top and bottom; CU of hands sealing the bottom with product; various shots of produce being dropped into bowl - showing strength and gripping power of product; CU of box.	

STRETCH 'N SEAL - CAT      A, B, C

:30

Fade up - CU of Siamese cat; CU of hand tearing off a piece of product from package; CU of a piece of salmon being placed in a clear container and covered with product; CU of cat; MS of cat as it walks over to sealed container - seemingly oblivious to the salmon; CU of cat's paws as it walks on the container; MS of hands covering a bowl of lettuce with product; MS of table top with assorted foods; shot of cat lying down with boxes of product 50' and 100' boxes in foreground; title up; pix and title fade out.

STRETCH 'N SEAL - OVENWORTHY      A, B, D, E, K

:60

MCU of woman in kitchen, table with various foodstuffs in front of her; CU of woman's face; MCU of woman holding a baked ham; CU of boxes of "Ovenworthy" bags; CU of hands in oven mitts taking roasting pan from oven and putting pan on counter top; CU of hands carving roast beef; CU of various foodstuffs; CU of woman with list of instructions; dissolve to CU of Ovenworthy boxes; CU of package of bacon offering discount on Ovenworthy bags; Esso logo and titles up; pix and titles fade out.

STRETCH 'N SEAL - SALAD BOWL      A, E

:20

B, E, K

:30

E

:60

- 1) 20-second version      CU of hand holding up box of product to camera; CU of hands tearing piece from package and covering a clear bowl of salad, tips bowl upside down; CU of lettuce and tomatoes showing how the product holds.
- 2) 30-second version      This version is the same as the 20-second version, but then cuts to a CU of a package of product that advertises coupons for various items; Esso logo fades up; pix and logo fade out.
- 3) 60-second version      This version starts with CU of a box of product sticking out of a bowl; then the shots follow same sequence as in 20-second version; cut to bowl being uprighted to show how well the product held; CU of piece of product being torn from package and covering a bowl of vegetables; Cu of package.



## TECHNICIAN

A, F

:60

Man dressed in lab coat states the advantages of using Esso Extra i.e. less residue, smoother running engine, better mileage, longer engine life, less fume emissions.

## TURBO

B, C

:60

Fade up - train travelling along tracks towards camera and speeds past; cut to different angle of train - side view; aerial shot, extreme LS, of train as it travels through residential area; CU of a passenger looking out the window, looking very relaxed and comfortable; MS of service attendant serving cocktails to him at his seat; CU of food tray being served; MS of passenger napping - again reinforcing comfort; two LS shots of train travelling through wooded area at quite a fast speed; ECU of engine controls; zoom out to show MS of same; various shots of the engineer at the controls at which time it is indicated that this is a new prototype of engine being tested, with emphasis on comfort, reliability, and economy; low angle shot down the tracks, as train rapidly approaches camera; just as it passes over, Esso logo zooms out from infinity; Esso logo and sound fade out.

## TURKEY TRUCK

D, E, I, K, N

:60

Canadian Arctic:  
Summer

Line drawing of Canada superimposed over aerial shot of Inuvik; aerial shots of different work sites in the region; CU of Bernie Smith ordering supplies; loading/unloading trucks, planes and boats; aerial shot of man-made island.

UNIFLO PROMO	B, M, N	:30
This commercial is set as a new program format and is promoting a \$2.00 rebate on purchases of four cans of Uniflo Oil or more. Visuals cut back and forth from on-camera host to product shots.		
UNIFLO - SO GOOD	A, F, K, L. M	:30
Fade up - CU of Uniflo cans; title fades up "Oil so good, it can save you gas"; LS of car with roof rack driving over bridge through mountains; CU of Uniflo; MS of car driving past a plaza; CU of product; CU of car on downtown street; product shot; CU of car on highway; CU of product; MCU two cars on country road; cut to product shot with super; pix and super fade out.		
UNITOL - GOOD DEAL	A	:30
Esso dealers - John Smith (Maple Creek) and Harry Brown (Swift Current) on camera explaining offer of exchanging any other brand named grease for a new canister of Unitol (full or empty).		
UNITOL - GOOD SERVICE	A	:30 Eng.
Same visuals as "Good Deal"		
UNIFLO - WARRANTY	F	:60
Toy cars and props intercut with live action shots to convey the message that Esso guarantees its products (Uniflo) and each can is marked as such.		
URANIUM	A, D, E, I, K, L	:30
Summer/Fall	Various shots of helicopter flying over wooded terrain; interior and exterior and from the ground and air - shots of helicopter; shots of geologist prospecting on foot; shots of crew taking core samples from drill.	
URANIUM	A, K	:60
Same visuals as 30 second version		



VISITS

D, E, I, J, M

:30

Summer

Commercial is about two young girls who were part of an exchange program (Toronto-Quebec); shows one girl receiving mail and photos of her visit to the other's home; sponsored by Imperial Oil.

WALKER	B, D, E	:30
Suburban Street: Fall/Winter	Cold, windy fall night; various shots of man walking down street; intercut with shots of his wife and child in the comfort of their home awaiting his arrival.	
WALKING MAN	B, G, M, N	:30
	Fade up - LS of on-camera host walking towards camera; highway behind him; on-camera host walks into MCU; car on highway.	
WATCH	B, C, M	:30
	Shot of pocket watch - slow zoom; dissolve to inner workings of watch; superimposed over this - pump, Christmas tree, pump; dissolve to watch face - pull out slowly.	
WATERMILL INVENTORY II	D, E, M	:60
Quebec: Summer	Various shots of students studying the ruins of an old watermill in rural Quebec; interior shot of a working (restored) mill; aerial shot of watermill and surrounding terrain.	
WEDDING	F	:60 Fr.
	Fade up - church interior - groom waiting at altar for bride; cut to shot of car driving down road; cut to interior of car, bride and her father sitting together in back seat; cut to exterior of car - tire on driver's side blows, all get out to look; cut to interior of church, groom is looking impatient; cut to car, bride looks worried, standing beside car; Esso dealer's truck pulls up along side, sees the problem, and offers the bride the use of his truck, while he changes the tire; exterior of church, bride arrives in Esso truck; intercut between scenes of marriage ceremony and Esso agent fixing flat tire back in the shop; cut to CU of Esso agent as he drives car to church; cut to exterior of church, wedding party posing for pictures; cut to CU of bride and groom at this moment she sees the Esso agent and poses with him for a picture; freeze frame; fade out.	
WHY IS IMPERIAL SEARCHING FOR COAL	- B, C, D, G, H, I, J, K, L, M	:30
Version #1 Judy Creek, Alta:	Various shots of helicopter flying over different types of terrain; interior shots of cockpit of helicopter while in flight; shots of drilling team drilling for sample; on camera host.	



WHY IS IMPERIAL SEARCHING FOR COAL - E, 2-track master

Version #2

Basically same visuals as version #1 except shots of drilling team in truck driving down road.

WINDSHIELD

A

:30 Eng.

Fade up - CU of pump - shows sale of \$1.00; fast zoom out to reveal that the vehicle in front of pump is a van; cut to CU of customer as he attempts to pay the \$1.00 for gas; the Esso attendant just smiles and then proceeds to clean all the windows on the van. When he finally finishes, he approaches the customer and accepts payment for the gas, the customer pays, shrugs and drives away; Esso attendant waves, smiling, as he turns, his smile fades; cut to MCU of another pulling into pumps. We see the truck is carrying huge plate window; cut to different angle as truck pulls alongside of Esso attendant as he stares at window with look of disbelief.



